



Call Us Today 806-894-9079

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January

There's Lots to Do in 2022

Greetings!

Greetings from Levelland Main Street!

What IS the Main Street Experience?

Keep reading to find out!

There's LOTS to do Locally in Levelland! **#DiscoverDowntown**

*Not ready quite yet? No worries, simply [unsubscribe](#) at the bottom and you'll never hear a "peep" from us again!

Lets Meet the Main Street Advisory Board

The Levelland Main Street Program is made up of an Advisory Board of ten, serving 3 year terms, appointed by City Council. Anyone wishing to be considered as a board member, may wish to serve on one of our committees prior to accepting a board seat. The board considers interested residents, business owners, property owners or any person employed by a business in the City of Levelland. Any exceptions are to be recommended by the Main Street Board and approved by City Council. Ex-Officio (non voting) Members Include: Main Street Manager, Director of the LEDC, City Manager (or designee) and the Chamber of Commerce President.

Let's Meet the 2021-2022 Main Street Advisory Board



Incoming President:
Nicole Campbell
Smith Auto Family
2022



Past President:
Angie Vest
HCSECU
2022



Vice President:
LaTryle Sehon
Mallet Event Center
2024



Board Member:
Valentina Soto
Higginbotham Bros.
2022



Board Member:
Aryn Corley
TX Parks & Wildlife
2022



Board Member:
Meleta Atchison
Atchison's Jewelry
2023



Board Member:
Devin Sonnenburg
LISD Technology
2023



Board Member:
Jeb Wilcox
SPC Cosmetology Instructor
2023



Board Member:
Iris Keeling
Keeling Insurance
2024



Board Member:
Rob Martin
President City Bank
2024



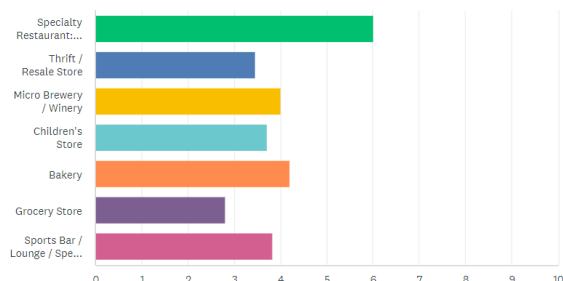
Main Street Manager
Tania Moody
806-894-9079

Love Where You Live...Developing Downtown!

January was a great month for conversation starters. You will see many of those posted on the @downtownlevelland facebook page. The Main Street also put out a survey and asked the questions below. [Click here to see the results "to date."](#) Click below to add your thoughts to the

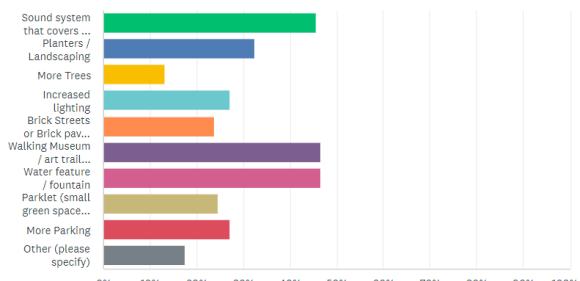
survey. Downtown should be a reflection of the community as a whole and your input is important.

Rank these in order of what you'd like to see most, downtown:
Answered: 151 Skipped: 1



What would you like to see MOST?

Choose three things you'd like to see added to downtown:
Answered: 114 Skipped: 38



Three things you'd like to add?

What would bring you downtown?

Which of the above would you MOST like to see in downtown?

Click to Help Create Tomorrow

Be a part of the Main Street Movement!

The Ball Dropped on NYE 2021



The ball dropped at midnight for the first time in Levelland's history, outside of the Wallace Theater, New Year's Eve/New Year's Day. It was an event that has been three years in the making and thanks to retired City Manager Rick Osburn, who fabricated the ball's exoskeleton and Independent Electric who covered it in lights and brought in a crane, it was lowered in festive fashion at midnight on December 31st, 2021. The event included live music, casino games, decorations a plenty and a ton of fun. Mark your calendars for next year and don't miss your chance to secure your tickets.

Together We Make a Difference



The new year brings renewed hope, goals and a desire to make a difference. Many people have a goal to get more involved with their community, and the Main Street Program has a number of ways to plug in. Whether your interests are Economic Vitality, Design, Organization, or Promotion, it all combines to create Revitalization for the Downtown Levelland of tomorrow.

[Want to be a part of the Main Street Movement?](#)

3rd Thursday Food & Food Truck Day

Local restaurants are invited to provide mobile downtown offerings at the "Food and Food Truck Day" each month on the 3rd Thursday and will have priority. If you would like to participate, please contact the Main Street at 806-894-9079 or email tmoody@levellandtexas.org. Limited space available.

Thank you, Tania

Downtown Levelland

FOOD & FOOD TRUCK DAY

For More Info:
806-894-9079

RIVER SMITH'S
CHICKEN & CATFISH
MOBILE MENU

CHICKEN BIT BOATS
Chicken Strip, French Fries, Puffs.....\$8.00
CATFISH BOAT
Dives in the Famous Catfish, French Fries, Puffs, Poppin' Fresh Puffs.....\$8.00
BUTTERFLY SHRIMP
Butterfly Shrimp, French Fries, Puffs.....\$8.00
CHICKEN FRIED STEAK COMBO
Fried Catfish, Chicken Fried Steak covered in gravy, Puffs.....\$10.00
PICK A COMBO
Pick 2 from 4 pc Catfish, 3 pc Butterfly Shrimp or 2 pc Catfish, 2 pc Butterfly Shrimp.....\$16.00
FAMILY PACK
Your choice of 40 pieces of catfish, chicken strips or butterfly shrimp.....\$27.00
PICK A FAMILY COMBO
Catfish, Shrimp and French Fries.....\$16.00
CAJUN RICE AND BEANS
Cajun Rice and Beans.....\$5.00
CAJUN COCKTAIL
Your choice of Cherry or Peach Cobbler.....\$2.00
GALLON DRINKS
1 Gallon of Tea (Sweet & Unsweet) Lemonade.....\$5.00

Mosaic
COFFEE CO. &
Sandwich Shop
814 Austin

3rd Thursday of the Month
11am - 2pm

MAIN STREET
CITY OF LEVELLAND
DowntownLevelland.Com

January brought a chill to the air and some additional food offerings to downtown Levelland. Thanks to Mosaic Coffee Co., River Smith's and Outlaw Eggrolls for providing downtown with some great food on a very chilly, but very yummy and well attended, Food and Food Truck Day.

We are looking forward to February 17th, when the 3rd Thursday of the month see's Mosaic Coffee Co., Studebaker's, River Smith's, Outlaw Eggrolls, Llano Cubano and Lonestar Food Truck, setup for lunch downtown from 11am-2pm.



A Message from Main Street:

Looking back on this past year was invigorating. Part of remaining "accredited" as an official Main Street designated and recognized city, is an annual report. Twenty-seven pages of content poured out, as the pages sited all of the things that happened in 2021.

The year was abuzz with activity, events, newsletters, shopping, new signage, new businesses, new volunteers, grants, and more.

We rolled out our first ever downtown ornament to start a new tradition and create a collectible memento and fundraiser for downtown projects.



Main Street marketing efforts went into hyperdrive to promote downtown and it's retail and service offerings, utilizing a host of different mediums to reach a wide spread audience: Hockley County Newspress, KLVT Radio, Social Media including @downtownlevelland on Facebook and Instagram and @downtownLL on Twitter, Trends and Friends on KLBK, event postcards inside businesses, Main Street newsletter, posters, billboards, Walmart entry signage, banners and an updated website.



We celebrated with one of our businesses that turned 50, several that celebrated their first anniversary and some that opened their doors for the first time, to call downtown Levelland, home.

It was a great year, 2021! Thanks for the memories! Now, we look forward, and there's LOT's to do, in 2022! #DiscoverDowntown

Downtown Event Calendar



Calendar of Events Downtown

*Scan QR Code for additional events, details & date changes



3rd Thursday
of the Mth



3rd Week
in April



Month
of May



May 2022



1st Saturday
May, June,
July, & Aug



2nd Friday
in June



September

December 31st
& January 1st



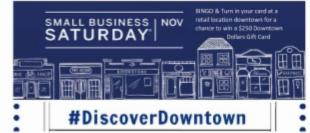
October
31st



2nd Thursday
in November



Friday after
Thanksgiving



Saturday after
Thanksgiving

